



Instagram

Insights for Business

Before getting started

- Have you updated Instagram recently?
- Do you have a business or personal profile?
- Have you downloaded PLANOLY?

Hello,
I'm Jason!

About me

- 10 years in hospitality marketing
- Created a Corporate Social Media Management position
- Left the corporate world to explore life
- Now I work as a life coach & marketing consultant for small brands and businesses

What we will cover today

- The shift in how businesses are using Instagram
- Instagram features + best practices
- How to grow your following (organic + paid)
- Tips + tools to tell your brand story

Workshop goals

- Understanding + working with the algorithm
- Resources + Tools + Insights to master the 'gram'
- Fresh new ideas + inspiration for your strategy
- Solutions to challenges

FACT:

More and more people are turning to Instagram before visiting Google to search for brands.

SOLUTION:

Get your Instagram profile & content in tip-top shape!

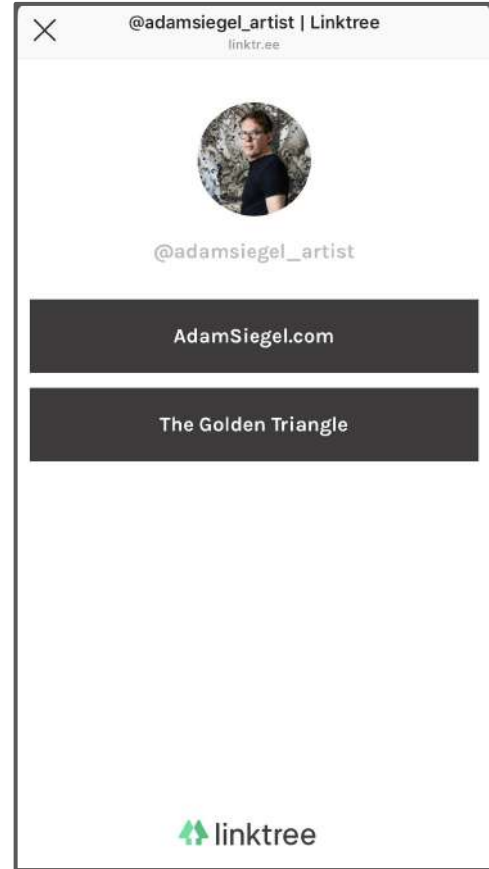
Quick Review: **Optimizing your profile + content**

TOOLS

Linktree

- Have multiple links in your Instagram bio!

Available in the App Store
Website: linktr.ee



TOOLS

Hashtag Expert

- Intuitive hashtag generator
- HUGE time saver + noticeable results



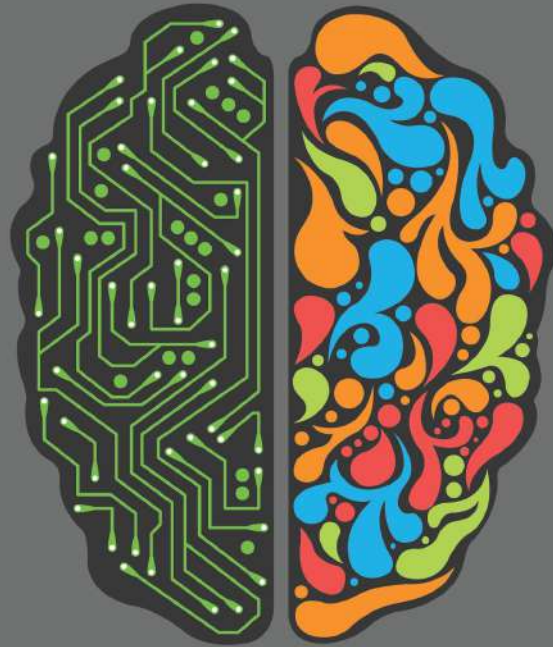
Hashtag Expert for IG 12+

Intelligent Hashtag Generator
Shakd, LLC

★★★★★ 4.8, 4.2K Ratings

Free - Offers In-App Purchases





Brand Storytelling

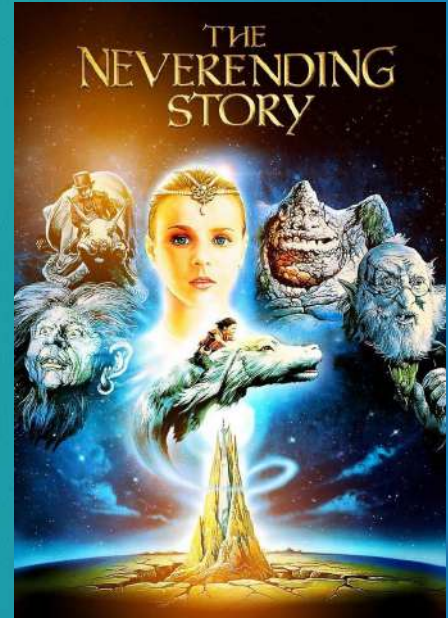
Your future backstory is now

Benefits of Brand Storytelling

- Creates connection
- Increases brand awareness + reach
- Attracts new followers

Short Story

Long Story



Dig into your brand story

**What are your
brand passions?**

**How does your
brand stand out?**

**How can your
brand resonate
with someone?**

Challenge:

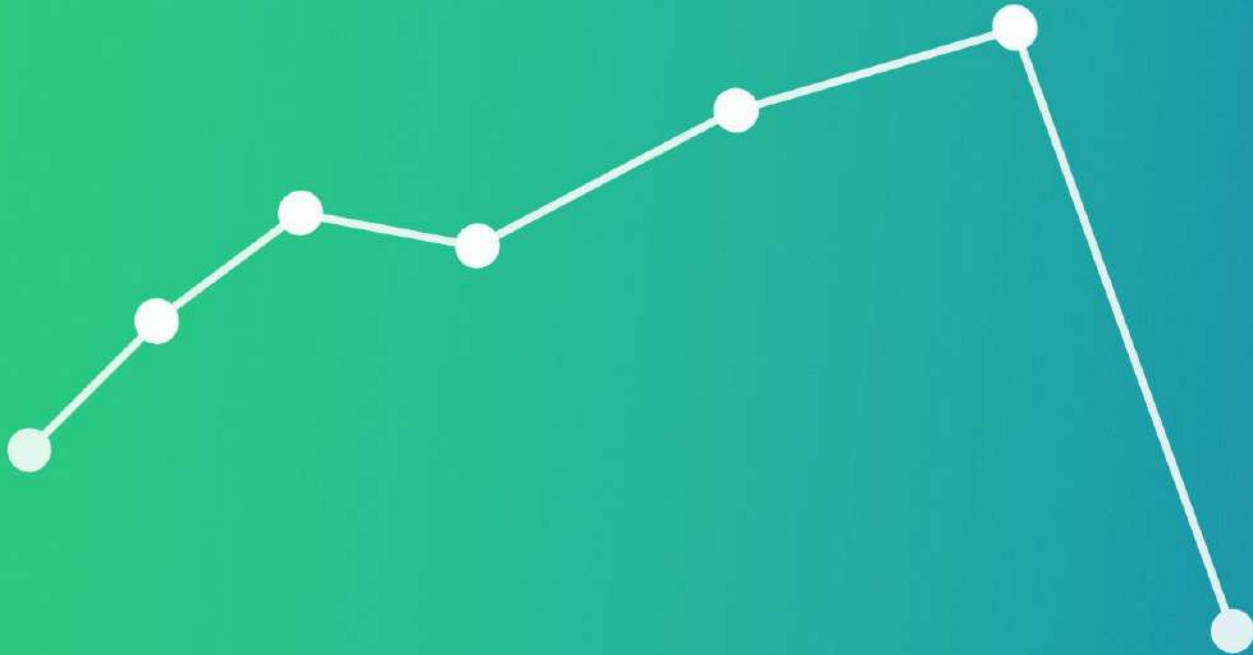
**What kind of content can tell
your brand story?**

How the Instagram Algorithm Works in 2019

What is the Instagram Algorithm?

A set of complex rules and factors that Instagram uses to determine what posts show up in the feed, and in what order.

Engagement





Instagram

@instagram

Follow

We've noticed an uptick in posts about Instagram limiting the reach of your photos to 7% of your followers, and would love to clear this up.

3:23 PM - 22 Jan 2019

1,023 Retweets 5,463 Likes



1.5K 1.0K 5.5K



Tweet your reply



Instagram @instagram · Jan 22

What shows up first in your feed is determined by what posts and accounts you engage with the most, as well as other contributing factors such as the timeliness of posts, how often you use Instagram, how many people you follow, etc.

1.5K 487 3.8K



Instagram @instagram · Jan 22

We have not made any recent changes to feed ranking, and we never hide posts from people you're following – if you keep scrolling, you will see them all. Again, your feed is personalized to you and evolves over time based on how you use Instagram. 🙌

1.5K 407 3.5K

3 Key Factors

that make up the Instagram algorithm



3 Key Factors

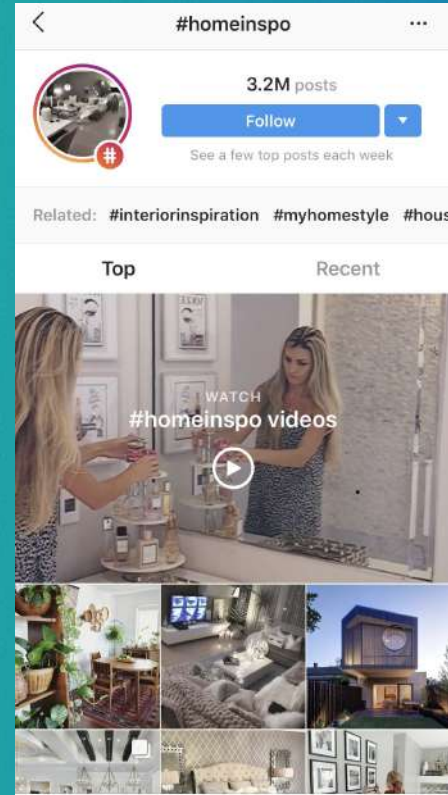
Interest

Instagram shows users content they might like ... based on past behavior.

- Passive content (in the feed)
- Intended content (searching)
- Likes, comments & screen time

Solution:

Optimize your content



3 Factors

Timeliness

How often do you post?

- Prioritizes recent posts (based on engagement)
- But not chronological

Solution:

Consistency



3 Factors

Relationship

It's a two-way street

- Comments
- Likes
- Tagging

Solution:

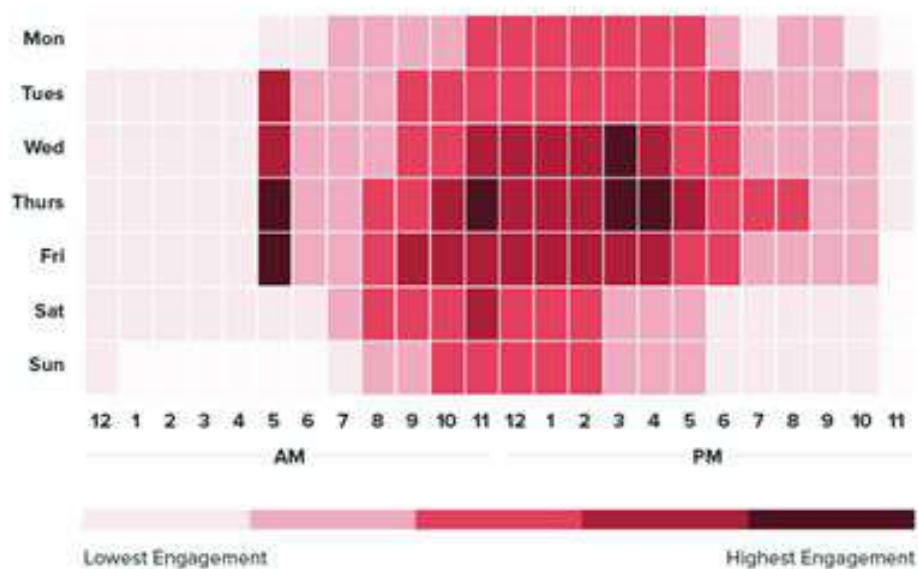
Know when to post

+

Engage with who you follow



Instagram Global Engagement



Thursday has the highest amount of engagement.

Sunday has the lowest amount of engagement.

Recommendation:
Tuesday – Friday
9am – 6pm

Instagram Algorithm + Growing Organically

- Optimize content
- Know when to post
- Be consistent

- Sustainability - think long term*

**Let's explore feeds that
STAND OUT**

Tool for managing, designing and planning content:

PLANOLY

Planoly Flow

- **Upload** potential content (phone, tablet or laptop)
- **Write + Optimize** photos (hashtags, mentions and tags)
- **Arrange + Schedule** your posts
- **Get Notified** when your content is ready to be posted

Planoly Exercise

- Upload 9-12 photos to your Planoly account
- Write a brief description + optimize each photo
- Arrange + Schedule your photos

Send a screenshot to:

jason@thezenowl.com

Stories vs. Featured Stories

Stories vs. Featured Stories

Stories

- Photos
- 15 second videos
- 24 hr. Shelf life

Featured Stories

- Stories that you select to appear and remain on your profile

Exploring Stories + Featured Stories

How to use stories with your brand

- **Stories are temporary and connect right with your followers.**
- **Featured stories remain active**

Instagram Ad's

(made easy)

Intention + Goal + Audience

Instagram Analytics

(and how you can use them)

21 Day Instagram Challenge

Check your email for directions & details

Questions

Thank you.